

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

19

February 10, 2004
Continued from February 3, 2004

FROM: KEN A. MILLER, Director
Department of Public Works – Regional Parks

SUBJECT: PAYMENTS TO KCAL FM FOR ADVERTISING SERVICES

RECOMMENDATION: Authorize Purchasing Department to process payments totaling \$19,500 to KCAL FM for advertising services for the remainder of FY 2003/04 that will promote upcoming events at the County regional parks.

BACKGROUND INFORMATION: Regional Parks utilizes the services of a number of radio stations to advertise activities and special events at the parks. To date, Regional Parks has paid approximately \$25,000 in FY 2003/04 to KCAL FM for performance of such services. During FY 2003/04 Regional Parks began a new fishing season and a new series of Fishing Derbies whereby each park shall host fishing derbies in an effort to increase park visibility and public awareness. The season began in October 2003 and the derbies began in November 2003 and will end in April of this year. Staff anticipates that the Department will need an additional \$19,500 of spending authority with this vendor in FY 2003/04 for the subject services to promote the remaining fishing derbies, as well as the upcoming summer season. The Department selected KCAL FM to promote the fishing season, fishing derbies, and the up coming summer season because they provide the best over all marketing services for these particular events.

County Policy requires departments to seek Board approval when contracting for services with a vendor when the aggregate amount exceeds \$25,000 per fiscal year. As mentioned above, the Department has already paid \$25,000 in FY 2003/04 to KCAL FM. Consequently, the Department must request approval from the Board for all future payments to this vendor during the current fiscal year. Accordingly, this item is requesting authorization for payments totaling \$19,500 to KCAL FM for the balance of this fiscal year.

REVIEW AND APPROVAL BY OTHERS: This item has been reviewed by the County Administrative Office (Tom Forster, Administrative Analyst III, 387-4635) on January 25, 2004. This item has also been reviewed by the Purchasing Department (Aurelio De La Torre, Director, 387-2074) on January 15, 2004.

FINANCIAL IMPACT: This item approves an additional \$19,500 of spending authority for the Department with KCAL FM. This will bring the total to \$44,500 for FY 2003/04. Appropriations for the additional \$19,500 are available in Regional Parks' FY 2003/04 budget (AAA-CCP-CCP).

COST REDUCTION REVIEW: The County Administrative Office has reviewed this agenda item and concurs with the department's proposal because the additional advertising charges are anticipated to increase park attendance and generate sufficient revenue (from park admission and fishing fees) to offset this cost.

SUPERVISORIAL DISTRICT(S): All.

PRESENTER: Thomas A. Potter, Chief of Regional Parks, 387-2340.

Record of Action of the Board of Supervisors

CONTINUED TO TUE, 2/10/04 @ 10 A.M.

**BOARD OF SUPERVISORS
COUNTY OF SAN BERNARDINO**

MOTION	<u>SECOND</u>	<u>MOVE</u>	<u>AYE</u>	<u>AYE</u>	<u>VACANT</u>
	1	2	3	4	5

J. RENEE BASTIAN, CLERK OF THE BOARD

BY _____

DATED: February 3, 2004

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ITEM 015